

Message Text

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PAGE 01 TAIPEI 00192 100444Z

12

ACTION EA-09

INFO OCT-01 ISO-00 EB-07 /017 W
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R 100330Z JAN 76
FM AMEMBASSY TAIPEI
TO USDOC WASHDC
INFO SECSTATE WASHDC 8119

UNCLAS TAIPEI 0192

FOR BIC/OIM/FE-SA/KELLY

E.O. 11652: N/A
TAGS: BEXP, TW
SUBJECT: FY '77 TAIPEI TRADE CENTER EVENTS SCHEDULE

REF : KELLEHER/POTHUISJE TELCON, 12/12/75

1. TC CONCURS WITH OIM PROPOSED FY '77 TRADE CENTER EVENTS SCHEDULE. TC RECOMMENDS THAT COMPUTERS AND RELATED EQUIPMENT SHOW REPLACE 12/76 BUSINESS EQUIPMENT SHOW. BUSINESS EQUIPMENT, THE THEME OF AN EARLIER EXHIBITION WHICH ACHIEVED MODERATE SALES, IS MOST APPROPRIATE FOR LOCALLY PROCURED MULTI-FIRM BSP. SINCE MAJOR U.S. MANUFACTURERS OF BUSINESS EQUIPMENT ARE REPRESENTED IN ROC, THIS THEME COULD BE HELD IN ABEYANCE UNTIL NEEDED TO SUPPLEMENT T.C.'S PROGRAM. COMPUTERS AND RELATED EQUIPMENT, ON OTHER HAND, IS VIABLE THEME FOR WHICH ROC MARKET IS EXPANDING RAPIDLY (SEE '75 TAIPEI A-210).

2. TC RECENTLY DISCUSSED ENFORCEMENT OF POLLUTION CONTROL LEGISLATION WITH OFFICIALS OF GROC'S INDUSTRIAL DEVELOPMENT BUREAU. OFFICIALS FORECASTED THAT SUBJECT TO DEVELOPMENTS IN EXPORT MARKETS, ROC ECONOMY WILL APPROACH FULL RECOVERY AROUND END OF 1976, AND THAT DOMESTIC MANUFACTURERS WILL PRODUCE AT NEAR CAPACITY LEVELS BY THAT TIME. AS ECONOMY APPROACHES FULL RECOVERY, GROC MAY CONSIDER MEANS OF EFFECTIVELY ENFORCING ITS COMPREHENSIVE POLLUTION CONTROL LEGISLATION. THEY NOTED THAT EXHIBITION OF

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POLLUTION CONTROL EQUIPMENT WOULD BE WELL RECEIVED AND WOULD

ACHIEVE BEST RESULTS IF HELD LATE IN 1977. TC CONCURS WITH THIS VIEW AND RECOMMENDS THAT OIM STAGE POLLUTION CONTROL EQUIPMENT EXHIBITION IN JULY, 1977.

3. TC FURTHER RECOMMENDS CHEMICAL AND PETROCHEMICAL PRODUCTION EQUIPMENT AND SUPPLIES AS THEME FOR AUGUST, 1977 CATALOG SHOW.

4. SUMMARIZED BELOW IS T.C. PROPOSED FY '77 EVENTS SCHEDULE.
T.C. EXHIBITIONS:

OCT. 1976 COMMUNICATIONS EQUIPMENT

DEC. 1976 COMPUTERS & RELATED EQUIPMENT

FEB. 1977 DOCKSIDE & SHIPBOARD EQUIPMENT

MAR. 1977 FOOD PROCESSING & PACKAGING EQUIPMENT

MAY. 1977 MACHINE TOOLS

JUN. 1977 ELECTRONIC INDUSTRY COMPONENTS AND PRODUCTION
AND TEST EQUIPMENT

JUL. 1977 POLLUTION CONTROL EQUIPMENT

SEP. 1977 PLASTICS PRODUCTION EQUIPMENT

CATALOG SHOWS:

AUGUST, 1977 CHEMICAL & PETROCHEMICAL PRODUCTION
EQUIPMENT AND SUPPLIES

TECHNICAL SEMINARS:

JUN. 1977 FLUID POWER EQUIPMENT

TRADE MISSIONS:

NOV. 1976 AVIATION & GROUND SUPPORT EQUIPMENT OR
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COMMERCIAL FISHING EQUIPMENT

5. SHOULD OIM WISH TO STAGE SPECIALIZED EXHIBITION, TC RECOMMENDS COMMUNICATIONS EQUIPMENT AS THEME FOR THIS EVENT.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 10 JAN 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976TAIPEI00192
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760009-0564
From: TAIPEI
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760168/aaaacifu.tel
Line Count: 113
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: castelsl
Review Comment: n/a
Review Content Flags:
Review Date: 01 JUL 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <01 JUL 2004 by barnescd>; APPROVED <12 AUG 2004 by castelsl>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: FY '77 TAIPEI TRADE CENTER EVENTS SCHEDULE
TAGS: BEXP, TW
To: COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006